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INTERNET MARKETING TOOLS

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Abstract. In today's world, every business organization can pursue marketing goals online. Choosing the right Internet marketing tools or combining several may be significant in reaching the target audience. Therefore, without precise criteria for assessing the impact of Internet marketing tools on business organizations, it is not very easy to choose the most appropriate tools to compete with other businesses. This paper aims to investigate the impact of Internet marketing tools on business organizations. In order to achieve this goal, the following tasks are set: to analyse the Internet marketing concept and to reveal the impact assessment criteria. The results have shown that there is no agreed scientific definition of the term and concept of Internet marketing tools. However, it is obvious that Internet marketing is the part of digital marketing. Also, the Internet marketing impact criteria consist of short-term effect, long-term effect, and alternatives. Internet marketing tools typically drive sales growth, strengthen the brand and help to build and maintain relationships with clients.

Key words: *Internet marketing, Internet marketing tools, impact of Internet marketing.*

Introduction

Relevance of the article

With the rapid advancement of technology and the growing number of Internet users, more companies are choosing Internet marketing tools to promote their products and services, increase awareness and communicate with potential customers in real-time. It is called one of the most powerful marketing tools as it brings together the most significant number of users and has the media to meet different business goals. Rapidly growing Internet marketing is seen as the third communication revolution that has given companies the freedom to communicate with their target audience regardless of location and time (Scott, 2017). Marketing development in each company is a relatively essential and topical area that can increase not only awareness, but also net profit. Notably, choosing the right marketing mix or combining multiple tools can be significant in reaching your target audience. There is a lot of focus on classifying and describing Internet marketing tools. Still, there is little research on the impact of marketing itself, which lacks the study w/o to reveal the impact assessment criteria and how to measure it.

Level of problem investigation

Scientists Barkley (2006), Chaffey, Mayer, Johnston & Chadwick (2000), Gay, Charlesworth & Esen (2007) discuss the emergence of Internet marketing and provide definitions of its term and concept. Dzemyda & Jurgaitytė (2014) discuss the differences between online marketing, e-marketing, and e-business. Atshaya & Rungta (2016) provide a graphic model to illustrate the differences of Internet marketing definitions. Another group of researchers Kox (2014), Venslovas (2015), Kiskis (2009), Chaffey (2009) classify Internet marketing tools. Rust (2004) identifies three types of marketing effects that are complemented by researcher Stewart (2009). Khan & Siddiqui (2013), Tiago & Verissimo (2014), Cizmeci & Ercan (2015), Taiminen & Karjaluo (2013) investigates the impact of Internet marketing tools on organizations' performance.

Scientific problem

How do Internet marketing tools affect business organizations?

Object of the article – Internet marketing tools.

Aim of the article – investigate the impact of Internet marketing tools on business organizations.

Objectives of the article:

1. To analyze the concept of Internet marketing based on the analysis of scientific literature.
2. To identify the impact assessment criteria for Internet marketing tools.

3. To examine the empirical level of the impact of Internet marketing tools on business organizations.

Methods of the article: Analysis, synthesis, abstracting were used to analyze the concept of Internet marketing, the types of Internet marketing tools, and the impact of Internet marketing tools on business organizations in the scientific literature.

Theoretical aspects of Internet marketing

The growth of Internet use two decades ago fundamentally changed the principles of classical marketing. It was noted that the main difference was the relationship between the participants in the marketing process who could interact in a new way. The Internet has become a new marketing paradigm (Hoffman & Novak, 1996). A number of companies saw a radical change in their marketing model and started to be active on the Internet, just like in the real world. Scott sees the emergence of the Internet as the first communication revolution that took place in 1439, with the creation of Johan Gutenberg's press. Internet use over the past ten years has united millions of people on the planet who can communicate directly from anywhere in the world (Scott, 2017). Thus, in summary, with the rise of the Internet, Internet marketing has become an equal part of the marketing system. In scientific literature, it may be noticed that authors define the concept of Internet marketing differently. There is no universally agreed term or precise definition. Table 1 below provides a chronological variation of the term and concept.

Table 1

Variations on the term and concept of Internet marketing

Author(s)	Term	Concept
Chadwick, Chaffey, Mayer, & Johnston, (2000)	Internet marketing	"This is the application of the Internet and related digital technologies to achieve marketing goals."
Jokubauskas (2003)	Internet advertising	"A specific area that encompasses a fairly wide range of elements that need to be well understood to run online campaigns effectively. You need a good understanding of advertising and the Internet."
Virvilaite & Belousova (2005)	Digital marketing	"It's a process of building and maintaining relationships with consumers in an interactive way to exchange ideas, products, and services faster and better."
Barkley (2006)	Internet marketing	"It's not just about advertising online. This is also your connection with users via email, bulletin boards and forums. This is an update of product information."
Charlesworth, Gay & Esen (2007)	Online marketing	"It is an interactive marketing tool that enables effective two-way dialogues between the client and the organization to help them gain new and existing goals."
Kotler, Keller, Brady, Goodman & Hansen (2009)	Digital marketing	"Digital marketing is a form of communication and interaction between organizations and their customers through digital channels."
Smith (2010)	Digital marketing	"Digital marketing is the promotion of products and services on digital channels. Digital marketing is called electronic marketing."
Shih, Chen, & Chen (2012)	Internet marketing	"Businesses need to deliver a message to targeted users. Internet marketing services are aimed not only for increasing online sales but also in physical locations."
Margilof (2014)	Digital marketing	"It is a way to tell a digital story to the consumer. Customer attraction is a recurring phenomenon that must always be nurtured."
Ryan (2017)	Internet marketing	"The purpose of Internet marketing is not to understand the latest technology. It is important to understand how consumers are using technology and to help them reach their audience."

Source: created by the author.

An overview of the Internet marketing terms clearly shows that they are formulated in different ways by authors. Almost all variations of the terms are not synonymous. Such identification of terms would be incorrect because they have different meanings. The majority of individuals assume that

digital marketing and Internet marketing are the same, which is not true. Digital marketing is becoming an increasingly important part of marketing, and it is crucial to understand the difference between digital marketing and Internet marketing terms (Atshaya & Rungta, 2016). By analyzing the meanings of the terms and illustrating the differences between them, a digital marketing structure was created (see Fig. 1).



Source: Created by the author regarding Akshaya, S. & Rungta, S. (2016) Digital Marketing VS Internet Marketing: A Detailed Study. *Novelty Journals*, p. 29–33

Fig. 1. The structure of Digital Marketing.

As may be seen from the picture above, Digital Marketing is an all-encompassing term and a significant part of the structure. The term refers to the use of digital channels, devices, and platforms (whether online or offline) to create and promote a marketing message (Abud, 2019). In other words, digital marketing is not limited to the Internet. It can work on all digital devices. The authors Dzemyda & Jurgaityte (2014) call digital marketing differently - E-marketing. It is an interactive process that develops long-term relationships between an organization and a client using information technology. The term E-marketing is an alternative and less common in literature but has the same meaning as the term Digital Marketing. The terms Internet Marketing and Online Marketing could be synonymous, as the working principles of these components are unimaginable without the Internet. They operate on various Internet channels and are active at all times. Online marketing, also often referred as Interactive Marketing, is a subset of digital marketing. A key feature of online marketing is that it requires a direct Internet connection (Abud, 2019). Internet advertising is the smallest part of the structure. These are pre-designed and ready-made advertisements that are published on specific Internet channels. In other words, it is the exploitation of the Internet medium for marketing purposes by sending messages to target users (Ha, 2007).

A theoretical analysis of the concepts of Internet marketing suggests that there are apparent differences between the terms identified. Internet marketing is part of digital marketing. These results suggest that Internet marketing is the most accurate term for defining the way products and services are promoted online to identify the target audience (s), select the most appropriate channel (s), and accurately measure the results obtained.

Many researchers have tried to group Internet marketing tools into their characteristic features. Chaffey (2009) classified Internet marketing tools into three groups: search marketing, off-site marketing or syndicated marketing, community, and social network marketing. Lithuanian author Kiskis (2009) has identified as many as five Internet marketing groups: electronic advertising communication (email marketing); search marketing (marketing associated with Internet search results); promotional websites, fields, and banners; marketing on social networks; alternative electronic marketing (e.g., viral marketing). Other authors, Kox (2014) and Venslovas (2015) divide the tools into four groups, splitting website and syndicated marketing into two: search marketing, visual marketing, email marketing, social network marketing. Well, in 2018, Indian researcher Bala provides another breakdown of Internet marketing tools - banner advertising, search engines, pay per click (PPC) advertising, email advertising, links, or services from websites. Thus, although the descriptions given by the researchers differ, it can be said that most internet marketing tools are classified according to their location on the Internet, such as search channels, social networks, and others. Some tools can work across channels and share common technicalities, such as display advertising, fields, and headlines.

According to Juscius & Baranskaite (2015), much attention has been paid in the scientific literature to the identification of Internet marketing tools. However, less information is available on their impact and effectiveness and their applicability to different businesses. Measuring the impact of Internet marketing tools on business organizations is not easy as it depends on the evaluation criteria and perspective of the approach. More than ten years ago, Rust et al. (2004) identified three types of marketing effects for firms: long-term effects, effects of individual marketing actions, and financial impact. Scientists also described the chain of marketing elements that together or individually affect the performance of marketing. These are - strategy and tactics chosen, customer impact, marketing assets, market situation, financial situation, company value, competition, and location. Researcher Stewart (2009) states that marketing can have many results in business, so thinking of marketing as just a way to achieve the financial goals is wrong. However, in order to measure the impact of marketing tools, they must be linked to financial indicators. Stewart (2009) identifies three types of marketing returns (see Fig. 2), which Lithuanian authors Juscius & Baranskaite (2015) also discuss.



Source: Created by the author regarding STEWART, D.W., (2009). *Journal of Business Research*, p. 641.

Fig. 2. Return on marketing investment

In distinguishing these types of return on marketing investment, Stewart (2009) notes that marketing can best measure short-term effects, such as increased or decreased sales after a social media post or newsletter is posted. Measuring the long-term impact is more difficult because marketing decisions work over a long period or over a period of time. Therefore, it is worth knowing the starting point (market share size, sales volume, or other) in order to evaluate the impact of marketing tools. Well, the third kind of marketing return is the least defined and hardest to measure. These are real, market-generated opportunities that are not currently being used but may be used in the future. For example, a company's website does not use the sales module, but it is a realistic option for future use and has real value. In order to measure the future impact of marketing tools, it is necessary to relate it to financial performance.

Empirical investigation level of the impact of Internet marketing

When analyzing the impact of Internet marketing tools on business organizations, it has been noted that researchers are investigating the effectiveness of tools in different contexts. Some define the business sector precisely or identify the specific industry in which the tools are used, e.g., B2B or B2C sector, small to medium size business, real estate industry. Other researchers only analyze general trends of the impact of Internet marketing tools on business organizations. It is also important to note that researchers are more likely to investigate digital marketing toolkits that also include Internet marketing tools. The analyzed empirical studies are divided into two groups according to the research context.

General trends in the impact of Internet marketing tools on organizations' performance

Khan & Siddiqui (2013), in Pakistan, interviewed 200 marketing professionals who use digital marketing tools in their work. They were asked to evaluate their effectiveness using tools in various marketing campaigns. This study has revealed that MMS and SMS, videos, Google search, and SEO are ranked as the best and commonly used among professionals. Almost all respondents agreed that

digital marketing is a new and innovative way of advertising. Also, many believe that it may be misleading and entirely useless for WOM. In 2014, a study in Portugal was organized by Tiago & Verissimo (2014). Scientists interviewed the marketing executives of 170 companies. The results show that as many as 82 percent of respondents rely on Internet marketing tools to strengthen and develop their brand. Social networks, gadgets and e-mails received the most positive ratings from the respondents. It is said that marketing executives are committed to investing in the use of these tools in the future as they see a significant impact on creating relationships with potential and existing customers. Moreover, the authors say the results revealed that a clear and measurable marketing objective is vital for managers. The study considered two types of digital marketing tools impact - brand building and customer engagement. In a survey of 150 companies, Yasmin & Tasneem (2015) seek to identify which digital marketing tools contribute most to increase business sales. The results show that all eight digital marketing tools studied: syndicated marketing, newsletters, social networks, SMS, affiliate marketing, SEO (general), and PPC have a positive impact on sales. Syndicated marketing and newsletters were rated by respondents as the best to increase sales. The analysis of this study shows that only one of the potential impacts of digital marketing tools has been investigated – increasing sales.

The impact of Internet marketing tools in a specific context

In an attempt to find out which digital marketing tools are used in the real estate industry, a panel of experts working in the field was interviewed (Cizmeci & Ercan., 2015). The three main tools used to increase awareness of real estate brands are corporate websites, paid keywords, and *Facebook*. Real estate companies tend to increase brand awareness and visibility, and rarely use digital marketing tools to increase sales. The analysis of this study suggests that websites, paid keywords, and *Facebook* are increasing brand awareness for companies in the real estate industry. However, the study revealed only one type of effect. A group of researchers (Jarvinen et al., 2012) surveyed 145 companies in the B2B sector in Finland. The study description states that the results of digital marketing tools must be measured against a predefined tactical plan with clear objectives. B2B companies tend to use email marketing, sales promotion, electronic material, and newsletters for marketing purposes. The study also shows that the use of some digital marketing tools depends on the size of the B2B company. For example, social networks *Facebook*, *Youtube*, *Flickr* are more commonly used by large companies (over 250 employees). More than 75 percent of Respondents report that digital marketing tools are expected to create greater company recognition and brand building. Researchers also say that, unlike other business sectors, B2B companies have clear marketing goals before choosing marketing tools. However, the study reveals that a large number of companies do not measure the results achieved. So, summing up the research analyzed, it is clear that B2B companies use email marketing, sales emails, and essential newsletters to increase company recognition and branding. It should be noted that the use of marketing tools may differ depending on company size, even though it belongs to the same sector. Taiminen & Karjaluo (2013) conducted a complex (interview and questionnaire) study of the impact of digital marketing tools, interviewing 16 executives of small and medium-sized enterprises. The study revealed that all digital marketing tools are crucial for increasing sales. Company website, search engine marketing, and email marketing are seen as the most effective tools for increasing sales among corporate executives. Well, the company website, social networks, and search engine marketing are used to improve advertising and branding. Email marketing and social networks have been shown to help improve customer dialogue. Digital marketing has little effect on finding new employees. Also, looking at the results of the combined survey interviews, it is clear that more than half of the interviewees have no clear purpose in using one or another digital marketing tool. Most know that they can measure the impact of digital marketing with accurate metrics, but without the goal set at the beginning of the campaign, it is not very easy. This study could be complemented by a survey of 40 small businesses in Tijuana, Mexico (Medina, Ramirez & Noriega, 2013). A set of 16 digital marketing tools was selected for investigation. Respondents had to evaluate the popularity and frequency of use of each marketing tool at work. The description of the research methodology states that digital marketing tools make a significant contribution to the development of

successful external communication of a company. The most popular digital marketing tools used by employees of small businesses are newsletters, company websites, and *Facebook*. In 2017, Nikunen et al. conducted a study of the impact of digital marketing tools on small businesses with the specific goal of building and maintaining customer relationships. The survey was conducted by interviewing two digital advertising agency staff who work directly with digital advertising tools. The study revealed that *Facebook*, SEO, and newsletters are the most popular and commonly used digital marketing tools in small businesses. However, this can be a significant financial challenge for small businesses, which is why many survey respondents say that one of the essential tools is a company website that can be used alone and positively contribute to the business. Although only one goal is explored, building relationships with clients, the results show that different combinations of tools can have different effects. It is also noteworthy that measuring the impact of digital marketing tools is inconceivable without the initial marketing objective.

The analysis of empirical research carried out in different contexts over the last decade suggests that digital marketing tools typically: 1) Drive sales growth; 2) Strengthen the brand; 3) Helps to build and maintain relationships with current and potential clients of the company. The most popular digital marketing tools are *Facebook*, email marketing, companies' website and SEO. The results of several studies have shown that all digital marketing tools contribute to sales promotion. Community and social networks tend to have a positive impact on brand building, search engine marketing influences sales growth, email marketing research describes the best ways to engage and connect with customers, and syndicated marketing increases brand awareness. Research has also revealed the importance of shaping marketing goals at the beginning of each marketing campaign.

Conclusions

1. There is no unanimous scientific definition of the term and concept of Internet marketing tools; there are apparent technological differences between the identifiable and synonymous terms and definitions of Internet marketing. Scientists tend to categorize Internet marketing tools according to their location on the Internet and focus on how they work, without linking them to specific tools that exist online or to the overall marketing process.
2. The analysis of the impact of Internet marketing tools provides a basis for distinguishing the following criteria for impact assessment: short-term effect, long-term effect, alternatives. It is conceivable that all of it can be measured if linked to financials and tracked over time.
3. Analysis of empirical research suggests that digital marketing tools typically: 1) Promote sales growth; 2) Strengthen the brand; 3) Help to build and maintain relationships with current and potential clients of the company. The results of several studies have shown that all digital marketing tools contribute to sales promotion. Social networks tend to have a positive impact on brand building, SEO influences sales growth, email marketing research engages and connects with customers, and syndicated marketing increases brand awareness. Moreover, the research has revealed the importance of framing marketing goals at the beginning of each marketing campaign. Only clearly defined goals can help to measure the outcome.

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